

How Online Sociality and Free Terabytes are shaping Personal Digital Archives

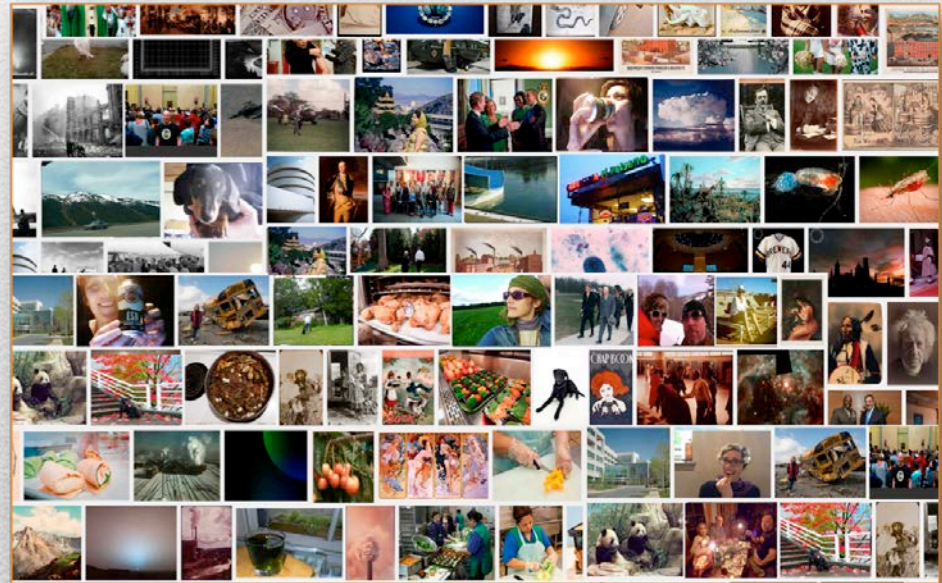
Personal Digital Archiving Conference 2015

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@CrowCamera

Presentation Overview

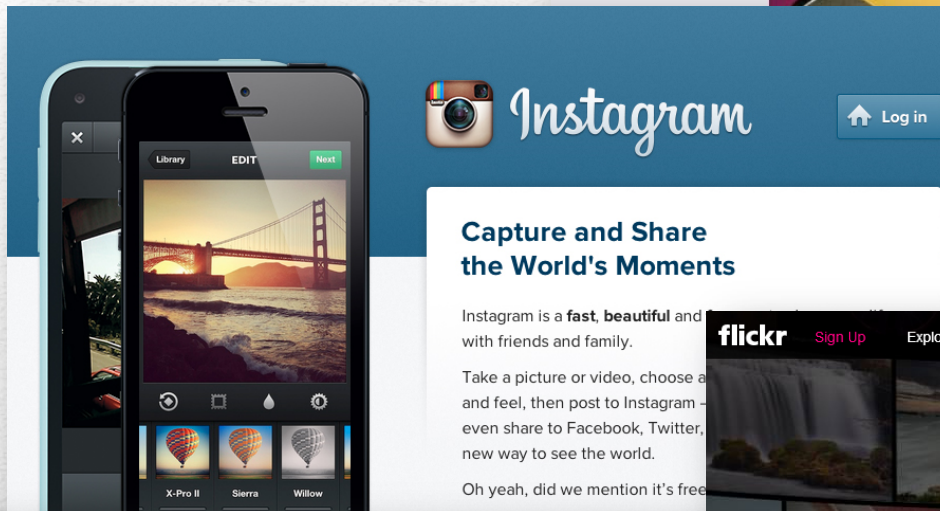
- Introduction
- Study Methodology
- Literature Review
- Discussion of Findings
- Summary



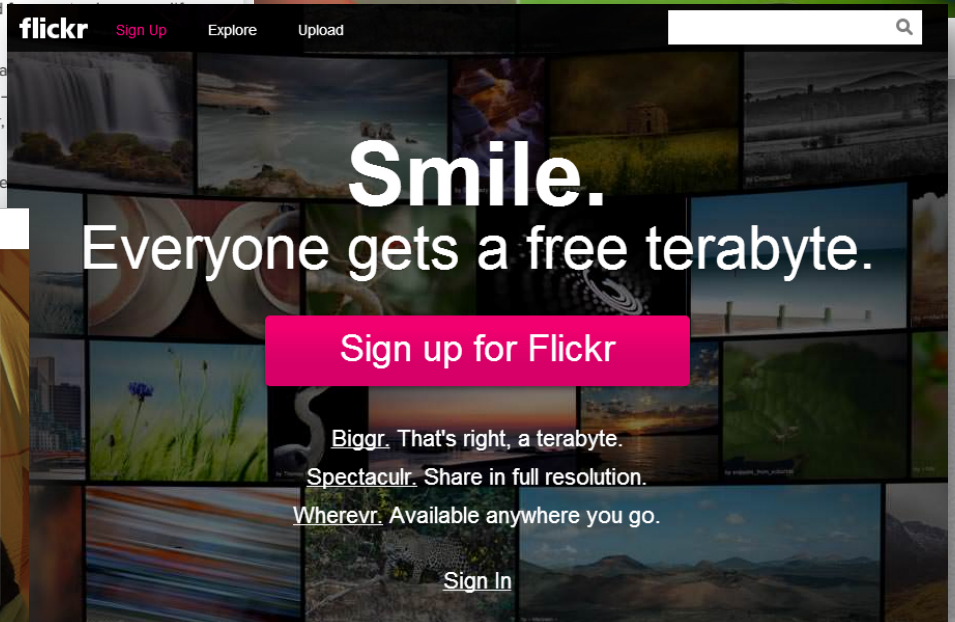
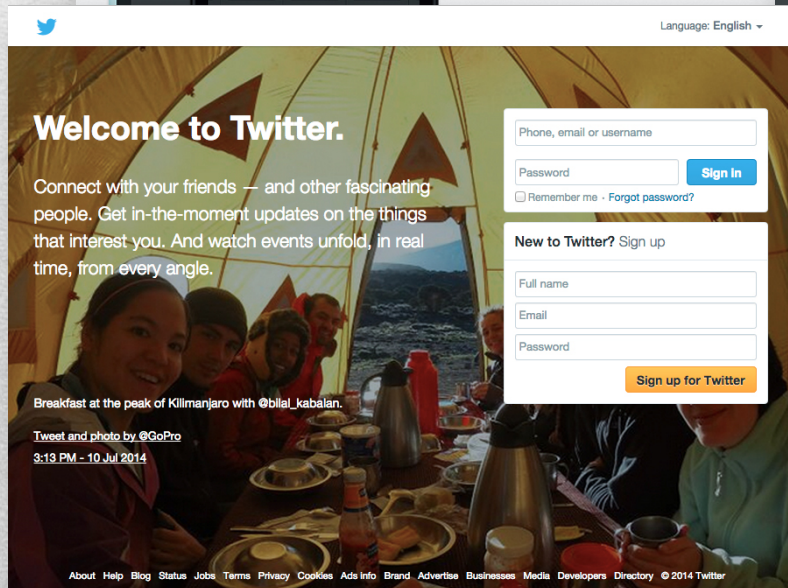
INTRODUCTION

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Digital Archiving Conference 2015



STUDY METHODOLOGY

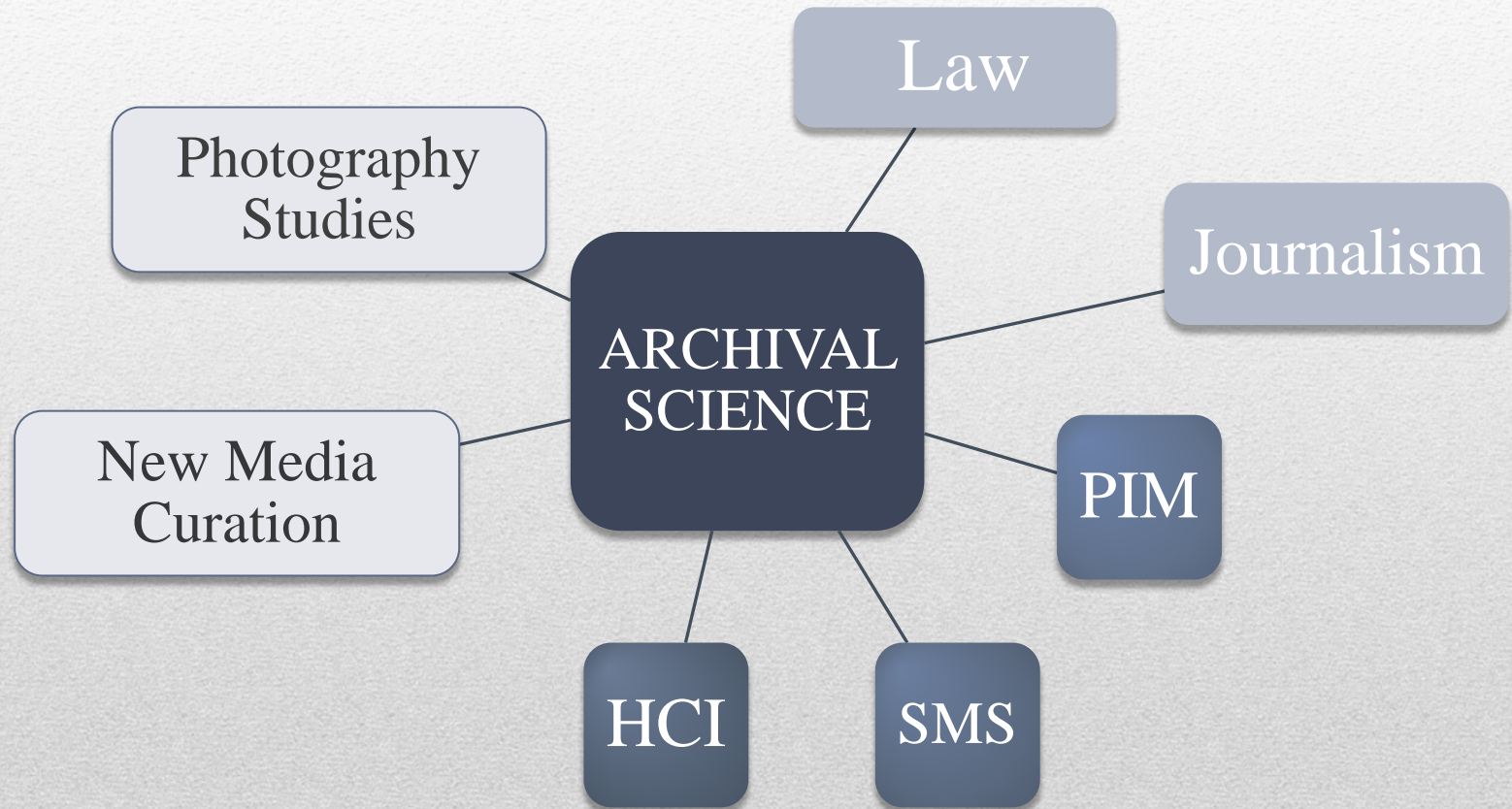
PHASE ONE: Literature Review (ongoing)

PHASE TWO: Web-based Survey
Qualitative DATA analysis

PHASE THREE: One-on-one Interviews
Qualitative DATA analysis

ONGOING: Social Media Provider T&A
Case law review

Literature review



Survey



502 Survey Respondents
19 - 70+ years
22 countries represented



90% use Facebook



46% use Twitter



39% use Dropbox



36% use Instagram

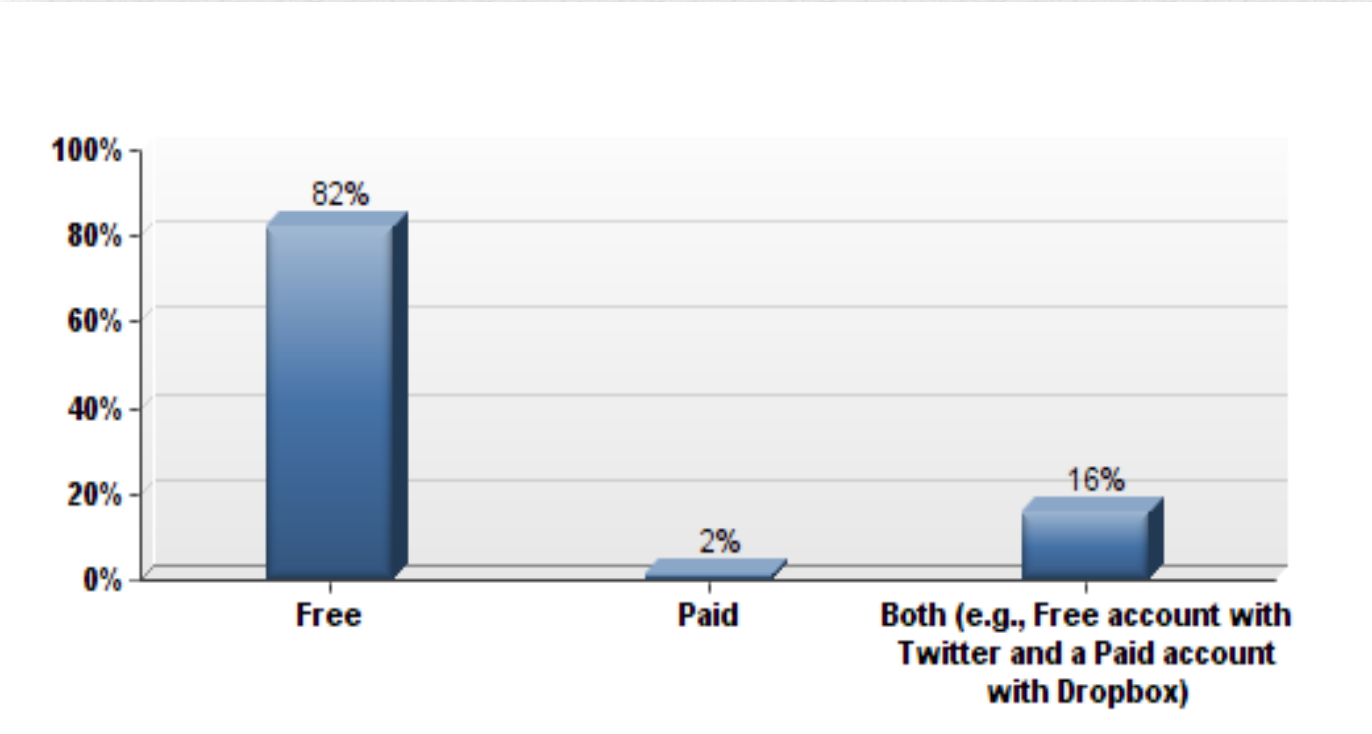
<http://www.jessicabushey.com/wp/wp-content/uploads/2014/12/SurveySummary-Recipients1.pdf>

Interviews

- 18 interviewees
- 1 hour semi-structured (in-person / Skype / phone)
- 19-69 years of age range
- Australia, Canada, France, Sweden, United Kingdom, USA
- **GUIDING QUESTIONS:**
 - Describe your analogue and digital process (e.g., capture, sharing, storing).
 - What are the major differences between the two processes?
 - Do you add metadata to your images? If so, why is it important?
 - In the past some people made physical photo-albums and passed them down to younger generations of the family or donated them to an archival repository. How will you pass-on your digital photographs?



Amateur Practices and Personal Use



82%
FREE ACCOUNTS

**Smart Phone
preferred device for
taking photographs.**

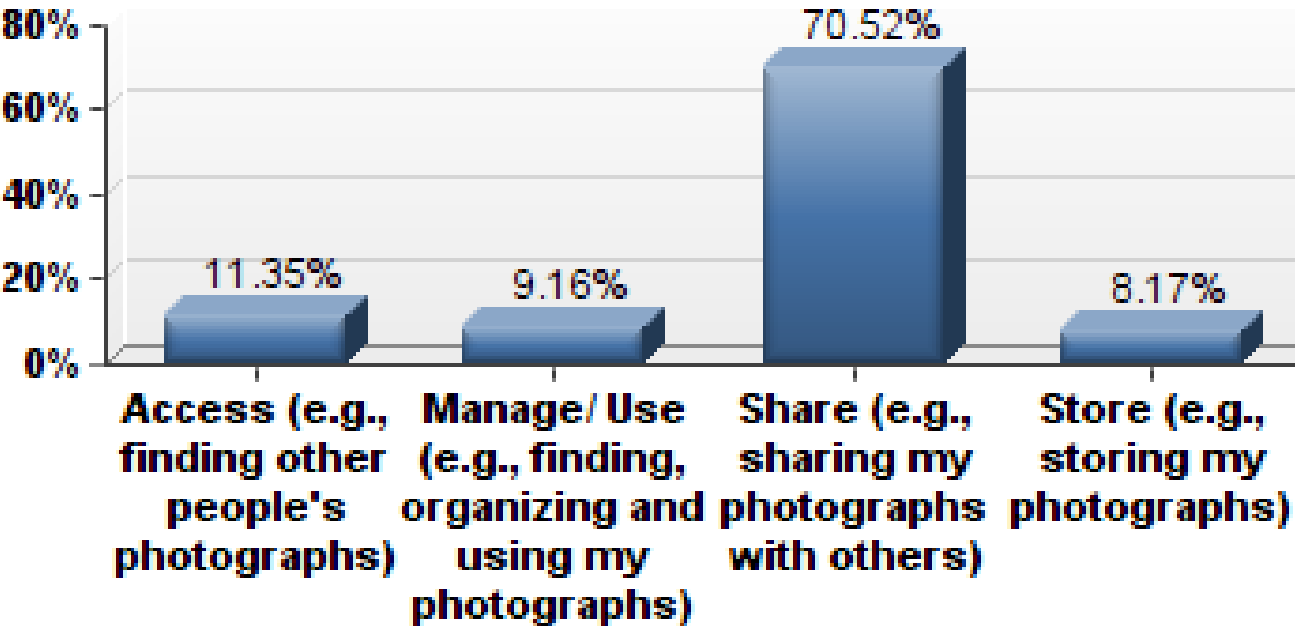
**Different platforms
for different
audiences. Different
platforms for
different purposes.**

“Actually Facebook is almost like the shoebox. The family stuff goes there, the casual stuff goes there, the ‘this isn’t really a great picture but it commemorates a moment’ goes there... Flickr and 500 Pixels are analogous to the frames on my wall. And Instagram is something new. The community is an element in what you create.”

Quote from Interviewee R_6A0LAJ02HsTvIOd



Emphasis on Sharing not Storing



70.52%
Sharing Images with Others

Sharing Images is the most important feature of social media platforms.

Film-based photography: permanence & remembering.
Pixel-based photography: ephemera & consumption.

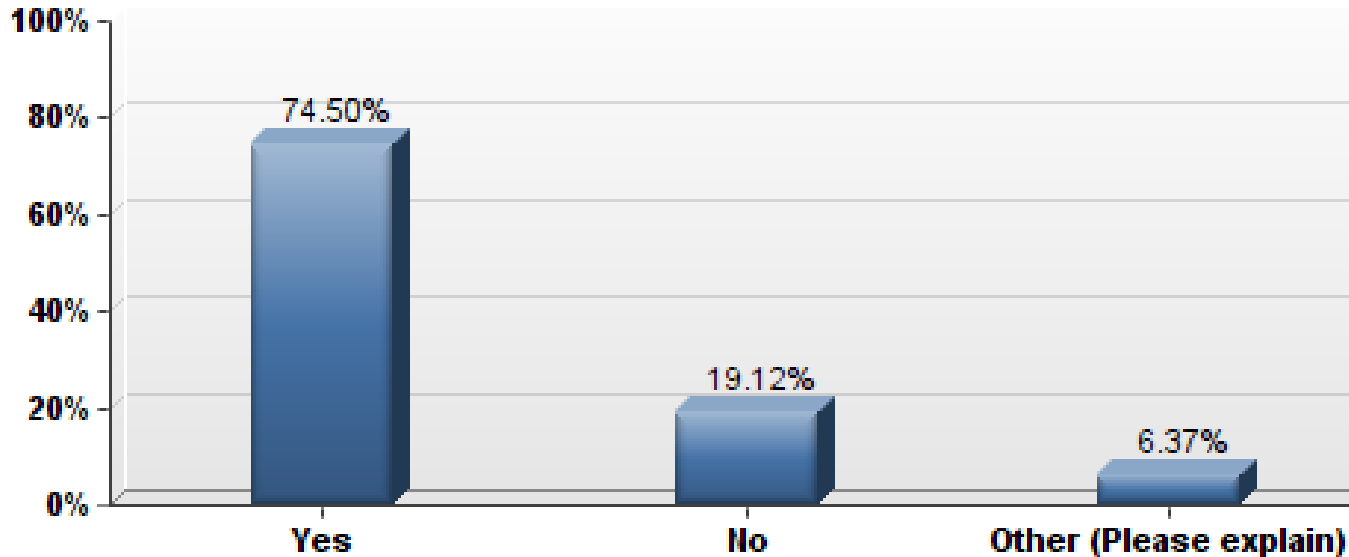
“So the volume that you take with digital, you couldn't really put that many pictures into photo albums. Like in Facebook I literally have hundreds of albums. ”

Quote from Interviewee R_54FbkPyPX0Q0sap

“I think the first is a huge increase in volume. Basically for a lot of my adult life I didn't even have an analog camera and when I did take photos they were taken judiciously at events probably and family things. Now, because I have my phone and it has a good camera on it I take photos all the time.”

Quote from Interviewee R_bqQV06icpHN0h2l

Communicating Context through Metadata and Interface



74.50%
Add tags,
comments, likes
and ratings after
upload.

45%
Add metadata
before upload.

Place
Subject
Name of creator

“For someone that doesn't have Facebook I take a screenshot of the Facebook post that has the image in it and the reply to it and send that off.”

Quote from Interviewee R_6A0LAJ02HsTvIOd

“I remove GPS by changing the settings on my phone. I remove that information for safety.”

Quote from Interviewee R_easfbXV2RodaTeR

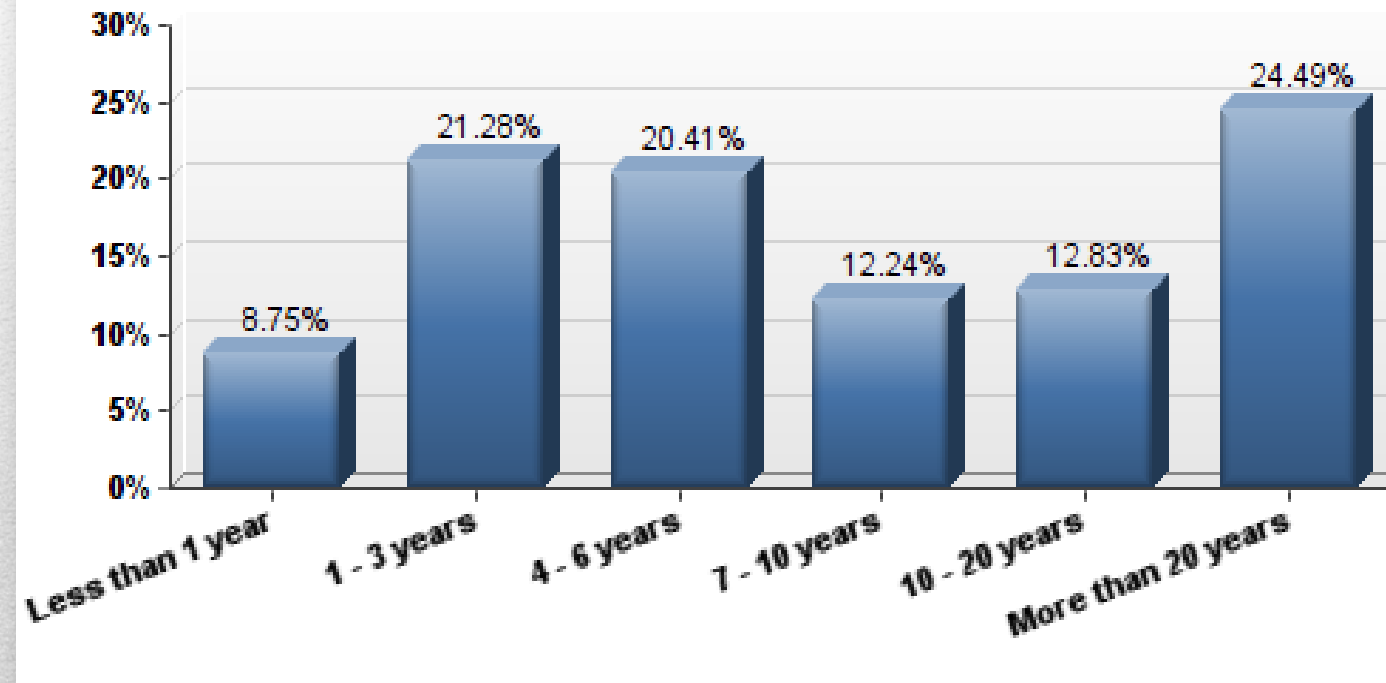
“Yeah, I do think it's very important that identifying information be stored with the file. The big problem is that without that - too much context is lost.”

Quote from Interviewee R_a5fKz8rC0HQQy7X

“Giving credit where credit is due is number one. And it is useful information to the viewer. I think it provides some history to that image, at least from the get-go, after that who knows what happens to stuff on the Internet and where it ends up.”

Quote from Interviewee R_1XIADDL3SD1pNgF

Expectations and Trust



91% keep a copy:
personal computer
external hard drive
mobile phone
cloud Storage

6% Account Deleted

Legal Contracts
22% **Did Not Read**
58% **Skimmed**
20% **Read**

“Yeah I am no longer in iCloud. It was a nightmare and it continues to be a nightmare. It was not backing up quick enough or consistently enough to be trusted.”

Quote from Interviewee R_1XIADDL3SD1pNgF

“They're not on the cloud, so I back them up maybe three times a year on a hard drive. I just haven't quite figured out how to do it [cloud storage], the website to do it, or if I'm comfortable yet storing that kind of stuff out there.”

Quote from Interviewee R_2iqVMYJR8HX0sJf

“We pay for cloud storage to a company but it seems most of the time not to be working properly. You get a couple of terabytes of space but it might take a year and a half to upload to upload 500 gigs to it.”

Quote from Interviewee R_1ZzNiHocWKq7mzX

Summary

The changing nature of record-making and recordkeeping practices in the context of digital photography.

Transformation of photography from a material practice associated with permanence and remembering to a virtual exchange associated with performance and consumption. Increasing importance of social metadata and “place” in conveying the context of digital photographs.

The societal expectations of social networking and photo-sharing sites as repositories for ongoing access to and long-term preservation of digital photograph collections.

Confusion surrounding stewardship of personal digital archives.

“I feel that this is the greatest thing [Social Media Platforms] to happen to photography since the first camera was created.”

Quote from Interviewee R_6YA7PB1mDq3eJ5b